



1921 Will Reward Fighters

AS THE OLD YEAR died an age passed into history. A new year, a new decade, a new epoch open before us. Tremendous storms have been weathered, and though the sky is still clouded, we know that the crisis of reconstruction lay in 1920. We have traded in the old, worn-out year and obtained a new one, glowing with opportunities. Those of us with energy, brains, organization -- adaptable, aggressive -- will seize these opportunities and prosper.

Of course, the days of easy money are gone! We must now fight for business. This will be a good year only for those who make it so. The Chicago Tribune is urging on others no more than it intends to do itself. The Chicago Tribune will give its readers a better paper in 1921 than it was ever able to print before. The Chicago Tribune intends to get more readers. By virtue of a better paper with larger circulation, The Chicago Tribune expects its advertising to pay better. And

with this leverage The Chicago Tribune is determined during 1921 to smash all previous advertising lineage records.

To achieve these results The Chicago Tribune has strengthened its news-gathering, manufacturing and selling branches. Aggressive advertising is planned. The Chicago Tribune is set for expansion -- for progress -- for ever greater conquests.

This is the richest nation in the world -- vastly the richest. Our machinery of production was never so efficient. The Chicago Territory (which The Tribune serves) is the most desirable market in the richest nation on earth. In Illinois, Indiana, Iowa, Michigan, and Wisconsin, a sixth of the inhabitants of the United States raise a fifth of the crops and create a fifth of the manufactures. There is business and there will be business for those who go and get it.

This Year, 1921, will reward fighters.

1921 Will Reward FIGHTERS

This slogan was adopted at a recent convention of Chicago Tribune salesmen. A copy in the form of an office hanger will be sent to any selling organization requesting it on business stationery.

1921 Fighters' Contest

The Chicago Tribune is offering rewards of \$100.00 each for the best stories of fighting -- 1921 -- salesmanship. Write for particulars.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation More Than 450,000 Daily—800,000 Sunday